



# DIRECTOR OF DEVELOPMENT & MARKETING

## About Capital Public Radio

From its beginnings as a student-operated station at California State University, Sacramento (Sacramento State) in 1970, Capital Public Radio (CPR) has grown to become a seven-station network broadcasting to more than 300,000 listeners each week, including those in the capital cities of California and Nevada. Six stations are licensed to Sacramento State, and one is licensed to University of the Pacific. Capital Public Radio – recognized nationwide as one of the premier public radio groups – broadcasts daily news and talk programs from National Public Radio (NPR), Public Radio International (PRI) and American Public Media (APM). In addition to daily news, public affairs and arts broadcasts, CPR is renowned for its classical, jazz and blues music programming.

By delivering superior entertainment, information, insight and ideas that reflect the composition of the Sacramento region, Capital Public Radio has received numerous recognition awards, including Best Large Market Newscast and Best Large Market Commentary from the Public Radio News Directors in 2004. The Gavin Report recognized the stations on several occasions for Best Jazz Station and Best Jazz Programmer. CPR prides itself as an award-winning not-for-profit radio station and as one of the largest non-profits in the Sacramento region.

Capital Public Radio, located just outside downtown Sacramento, recently moved into a new state-of-the-art studio complex. The new broadcast center, located at the south entrance to the Sacramento State campus and a short walk from the majestic American River, contains facilities for station management, operations, production, community events and concerts.

## The Sacramento Area

Sacramento is the cultural, educational, business and governmental center of a four-county metropolitan region in the heart of California, the world's fifth largest economy. As the State's capital city, Sacramento is center stage for governmental policymaking and administration for the entire state. A dynamic business sector, an expanding light rail system, affordable housing, and growing cultural, educational, and medical facilities serve the needs of 1.5 million people in the region.

Sacramentans enjoy professional ballet, opera, theater, outstanding museums, one of the best small zoos in the country, the WNBA Sacramento Monarchs and the NBA's exciting Sacramento Kings. Annually, the city hosts the world's largest Dixieland Jazz Jubilee, and many other recreational, entertainment and cultural activities. Sacramento has also become one of California's main tourist centers; a restored State Capitol, miles of rivers and river parkways, North America's largest railroad museum, and the Old Sacramento restoration are just a few of the City's many attractions. The region is served by distinguished law schools, California State University, Sacramento, the University of California, Davis, and numerous community colleges.

Sitting at the confluence of two of the state's largest and most scenic rivers, and calmed by its famed canopies of trees, today's Sacramento is a cosmopolitan convergence of tall, gleaming buildings, hearty Victorians, splendid restaurants and shops, and a vibrant music and arts scene. Its location on the beautiful American River provides numerous outdoor activities such as bike riding along the miles of bike trails, white water river rafting or kayaking, and boating.

Sacramento is just a few hours from San Francisco, Lake Tahoe and Yosemite Valley, which also offer a wide variety of recreational and cultural activities. The city's rich historical heritage, commitment to quality of life, and abundance of trees and parkland contributed to Newsweek Magazine naming Sacramento one of the ten best cities in the United States.

## Director of Development & Marketing

Capital Public Radio is looking for an outstanding manager of people to lead the development and marketing team of this award-winning group serving north central California and western Nevada. The Director of Development & Marketing needs to be a politically savvy, dedicated and determined, senior development executive with a strong understanding of philanthropy and a passion for public radio. The selected Director will be a proven and effective fundraiser, with a large range of experience in campaign development and management, a competitive spirit, and the initiative to exceed current membership numbers and to take pledge drives to a new level.

As the head of the development office, the new Director of Development & Marketing should be an exceptional team player and motivator with a dynamic personality that inspires a team to quality and achievement. A strong desire to achieve results and an ability to work closely with staff, the executive team, and board members are essential for success in this position.

### Mission

*Capital Public Radio's mission is to provide a trusted source of information, music and entertainment for curious and thoughtful people, in an efficient, sustainable way, strengthening the civic and cultural life of the communities we serve.*

### Vision

*Capital Public Radio's vision is to be a valued, vital, and vibrant service that is indispensable to listeners' lives, inspires people to look at the world in different ways, capitalizes on emerging opportunities, and speaks with civility and respect.*

The new Director of Development & Marketing will be expected to quickly integrate into the structure of the organization and grasp the functions and requirements of the new position. The candidate selected will demonstrate the ability to develop collaborative relationships both internally and externally, with various constituencies. The successful candidate will demonstrate the resilience needed to rapidly adjust to new management styles and cultures, to allow optimum participation as an invaluable member of the executive team.

## Responsibilities:

The successful candidate will lead a team of nine development professionals in membership, underwriting, marketing, on-air fundraising and new media.

Additionally, the selected Director of Development & Marketing will be responsible for the following:

- Staff Development and Management
- Campaign Development and Management
- Public Presentations
- Strategic Planning
- Volunteer Development
- Marketing Planning and Implementation
- Budget Administration
- Board, Staff, Volunteer and Member/Donor Relations
- Performing as Member of the Executive Team of CPR

## Ideal Candidate Profile:

### Experience & Education

The new Director of Development & Marketing will be a politically savvy, senior executive with a strong understanding of philanthropy (ideally in the Sacramento area), a passion for public radio, and the ability to prioritize and handle multiple projects. CPR is looking for an exceptional team player, manager, and motivator with a dynamic personality, and a strong desire to achieve results. The position requires an understanding of marketing, fundraising, outstanding networking skills and an appreciation of the importance of a public presence in this role.

Individuals who currently work in senior level fundraising positions would be considered strong candidates for this exciting opportunity. Marketing or publicity managers with experience in non-profit fundraising, membership drives, the planning of special events, and who thrive in high responsibility roles will also be considered for the position. Due to the unique relationship enjoyed by non-profit development managers and their community boards, the successful candidate for this position must have an ability to work effectively with both the Development Committee and the full Board of Directors.

### Characteristics

In addition to the previously identified qualifications, Capital Public Radio is looking for the following leadership attributes and values:

- Proven leadership ability
- Relationship building
- Excellent written and verbal communication skills
- Persuasive public speaker and presenter
- Strong team skills
- Strategic planning skills
- Implementation skills
- Organizational skills
- Attention to detail
- Networking skills
- Flexibility in availability

## Salary:

The salary range for this position is competitive, and is negotiable based upon the qualifications and experience of the selected candidate.

## Benefits:

For its benefited positions, CPR offers a generous package, which includes the following:

- Medical Insurance
- Dental Insurance
- Chiropractic & Acupuncture Insurance
- Long-Term Disability Insurance
- Group Life Insurance
- Paid Holidays
- Vacation
- Retirement Plan with Employer Matching
- Flexible Spending Plan for Health and Dependent Care Reimbursement

## Qualifications

Minimum B.A. or equivalent, plus 5 years experience in a related full-time position. Strong computer skills required. Practical application of computerized donor tracking systems a plus.

## Application and Selection Procedure

To be considered for this challenging and rewarding career opportunity please submit resume, list of three work-related references, and current salary. Resume should reflect years and months of positions held, as well as size of staff and budgets managed. Forward your material to:



### *Executive Search*

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Resume review for this position will begin on Tuesday, September 6, 2005. Resumes will be screened in relation to the criteria outlined in this brochure. Candidates who best fit the profile will be invited to participate in a preliminary interview process. It is anticipated that Capital Public Radio will interview finalists in early October 2005.

